

EXECUTIVE SUMMARY

Micro finance has been considered as one the most superb and efficient device for poverty alleviation amongst rural people. Micro finance promises a vast vary of economic services such as credit, savings, and insurance plan to poor who are lacking to get right of entry to financial resources. Now government initiates micro finance schemes as a method for reducing poverty. ESAF micro finance in India, particularly Kerala, is one of the distinguished organization dealing with micro finance amongst rural humans at some stage in the last years.

The research title “Micro banking customers perception towards ESAF bank and its covid care loan” helps to understand the customers attitude towards one of India’s leading small finance institution ESAF and its covid care loan which was introduced to help the people who is harmfully affected by the corona virus outbreak.

As per the study utmost of the customers have a positive approach towards ESAF bank and its covid care loan.